

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh

**SUBJECT: SPONSORED TRAVEL TO
CHINA WITH CULTURAL
ARTS DELEGATION**

DATE: September 8, 2014

Approved



Date

9/14/14

RECOMMENDATION

1. Accept invitation from the California Arts Council to attend a cultural tour of China by California municipal and state cultural officers from October 16-24, 2014. As arranged by the Chinese Ministry of Culture, the Chinese government will pay the cost for travel, lodging, and meals in China during the tour.
2. Approve travel to China for Kerry Adams Hapner, Director of Cultural Affairs and Deputy Director of Economic Development, as the City of San Jose's official representative on the tour.

OUTCOME

A primary goal of the California municipal and state cultural officers' cultural tour of China is to gain a perspective on Chinese cultural arts programs and events, art and cultural organizations, philanthropic models, cultural facilities and cultural exchange opportunities.

BACKGROUND

Director of Cultural Affairs Kerry Adams Hapner was invited to join a delegation of "Municipal and State Cultural Officers" to travel to China from October 16-24, 2014. The Chinese Cultural Ministry has invited the State of California Arts Council (CAC), the state art agency, to lead this delegation comprised of directors of local art agencies in California. The delegation will travel to the cities of Shanghai, Beijing, and Xi'an. CAC Director Craig Watson has invited Ms. Hapner to join this delegation.

In early 2013, Governor Jerry Brown traveled to China to initiate a series of actions designed to open greater commerce and cultural exchange with China. "Cultural exchange" was identified as an important form of commerce and trade.

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ANALYSIS

The purpose of the trip is to increase cross-cultural understanding between Chinese and California cultural sectors. It is expected that the CAC will sign non-binding Memorandums of Understanding that reflect the common interests of both governments, as well as consider future exchanges and cooperation around cultural activities. The visits will allow municipal leaders to meet counterparts in China, such that opportunities for specific art and cultural exchange will be enhanced for California and the key cities accompanying the CAC Director. Activities will include sharing of information about government support of the arts and attendance at arts and cultural festivals and events.

Participation by San José on the tour will have the following benefits for the City:

- Increased knowledge on best practices for international arts and cultural development activities that will support the implementation of San José's cultural plan, *Cultural Connection*, and *Envision San Jose 2040 General Plan*.
- Gain new ideas and contacts to enhance the City's cultural development programs and services.
- Opportunity to increase international visibility of San Jose's arts and cultural sector.

EVALUATION AND FOLLOW-UP

An update will be provided to the Arts Commission following the travel period. Best practices learned from the travel will be reported on to enhance the San Jose's cultural development programs and cultural offerings.

PUBLIC OUTREACH

This memorandum will be posted on the City's website for the September 30, 2014 City Council meeting.

COORDINATION

This memorandum has been coordinated with the City Manager's Office, City Manager's Budget Office, and the City Attorney's Office.

COST SUMMARY/IMPLICATIONS

The Chinese Ministry of Culture will arrange for all travel costs for the delegation once in China. Kerry Adams Hapner will personally cover costs associated with travel to and from China. Ms. Hapner will report the estimated value of the travel expenses within China on her Annual Filing of the Form 700.

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CEQA

Not a Project, File No. PP10-069(a), Staff Reports.

/s/

KIM WALESH

Director of Economic Development

Chief Strategist

For questions, please contact Kerry Adams Hapner, Director of Cultural Affairs, at (408) 793-4333.